Jane

1st Annual WAITRESS AND BARTENDER CONTEST

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Rita Bembry of Montclair, N.

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MISS FASHION TREND of 1959

The search for 1959 Miss Fashion Trend is off to a good start with names girls and pictures coming in to the office by mail and in person. These three gi were sent in by Lloyd Thompson, a leading nite life entertainer and photograph associated with Trend. Many pictures are being sent in now but the contest w not start until February 22, 1959.

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Our aim is to aid you in developing personality, graceful carriage, and good posture. You will also receive instructions in figure streamlining, pantomime, skin care, make up, wardrobe techniques, and effective diction.

The classes are for housewives, career girls and teen agers. The classes are designed to make you a social success. To give you a grounding in basic poise, to prepare you for the next step to professionalism.

FOR APPOINTMENT

DE 2-1578 BI 2-3974

FIRST ANNUAL WAITRESS AND BARTENDER CONTEST

Bartenders in any club, and Waitresses in any tavern, club or restaurant will have their own popularity awards. Readers only have to send in the first ballot printed in this issue, for a 500 vote starter. After the initial entry the votes will count as 50 each for the Waitress or Bartender of your choice. Each week the tavern, club, or restaurant owner places an ad in Trend, it will boost his employees, waitress, or bartender 1,000 votes.

This contest will bring popularity and friends to the waitresses and bartenders. Personalities who started as bartenders and who are now club owners are Bill Fredricks, Milton Pittman, and many others. Local nite life circle are buzzing with excitement. Such names as Joe Sanche's of Club 188, Clarence Hayes of Blue and Silver, Poker Dot of the Jo Ha Club, Killerbrew of Blacks, Bill Derrick's of Grand Hotel, Henry Polite at Colemans, Johnny at Bridge Club, or could be any one of the bartenders at Little Jonny's, Owl Club, Vanity Bar, Hi Spot, or Waitreses at California Restaurant, Eureka's.

The Contest will end at the Trends 2nd anniversary in February 1959. Trophies will be presented to the waitress and bartenders including a certificate of recognition. Who will be the winners is the big question. Will it be Jimmy Caldwell, who will the girl or woman be? The result will start. Get your copy of Trend and vote for your favorite: Clip out the coupon below, name your Waitress and Bartender, leave at your favorite Tavern, Nite Club, or Restaurant

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Works at.....
Bartender.....
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Pictures from Out of the Past

Lou Marshellow, Lois Shield, Helen Miller, and Vivian Brawell on the La Bastion Boat Ride

A Happy birthday party at the Terrace Room

Grace Del Marco girls Nanmette Rohan, Dorothy McIntyre, Lynn White, and Yuvonne Watkins, posing for you

The Afros new editor second from right enjoying a New Jersey welcome.

Great New Features Next Week In Trend

PEOPLE PICTURES NEWS
PAST PRESENT FUTURE

TREND

The Entertainment Newspaper

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Trend

What's Happening?

Jan. 3—Club Cicuso — Continental
Jan. 9—United Master Barbers Assn. — Continental
Jan. 10—The Nightingales — PHA Masonic
Jan. 10—United Packing Co. — Terrace
Jan. 10—United 12 — Continental
Jan. 11—I.B.P.O.E. of W. Banquet — PHA Masonic
Jan. 16—Veteranaires Inc. — Continental
Jan. 17—Jersey Diplomats — Continental
Jan. 18—Epsilon Chapter LKM Sorority — Friendly Neighborhood
Jan. 23—Alpha Phi Alpha Fraternity (formal) — Continental
Jan. 24—Omega Patrol, KofP — PHA Masonic
Jan. 24—St. John's Craftsmen — Continental
Jan.30—Klub Esquire — Terrace

Frederick's Lounge

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Newark, N. J.

CELEBRITY NITE

MONDAY

EDITORIAL

Dear Friends:

Let this serve as our first introduction to Trend's entertainment newspaper a part of a living organization called the entertainment society of the past, and present, projecting into the future. As publishers of this medium we have a great responsibility to each community. Therefore, it's important for us to be motivated always by high ideals. If we cincerely work toward the highest, we can not fall too short of our mark.

Our goal is to produce an entertainment newspaper of such stature that it will be pointed to with pride, supported with loyality and help set an example of what we can do if we try. With integration gaining a foot-hold in the country, it is the responsibility of thinking people everywhere to turn toward the basic things that prove we are indeed all brothers. Our similarities are many — our differences slight. Through the medium of our newspaper we can point the way toward the coming Trend. There is a tremendous job ahead of us but the satisfaction for having taken such a part in shaping the future will more than compensate for hard work.

Sincerely,

THE PUBLISHERS.

ADVANCE FASHION

Fashion sets the style and Trend for every woman of distinction. At this time of the year the forecast is what style and Trend is being set for the 1959 Summer Season "For a Preview". The two part story is evident in beach wear. Natural waist lines seemed to have vanished everywhere but on the beaches this resort season. They are not only back but bare, two piece bathing suits will be evident with hats and parasols, floppy straw sunshade hats, shiny brocorice straws and candy stripped dinim, the suits are danned for large doses of sun made of broad loomed wool and nylon, black and white cotton, lastix knit and paisley patterns which has been this Season's style in materials. For what's in store in Fashion Trends be sure to read next week's column on the beauty of beauty and all of the easy to care with Wash and Wearable of Fashions.

NEW YORK WHISPERS

DID YOU KNOW?

1. Kim Novak is still that way about Sammy Davis.
2. The passing of the greatest comedian of our time Harry R. Moore "Kingfish" of the T.V. show.
3. Ruby Dee has been signed for a leading role in a "Raisen in the Sun".
4. Paris notes; Billie Holiday did more than slap the chick who heckled her while doing a show.
5. That Sam Cook was not aware that after the accident his and Violet's body was not claimed suffering from shock.
6. A 1,000,000 negro's living in New York City, either Adam Clayton Powell or Jackie Robinson could be mayor, if they were registered and voted.
7. The old and young chicks are still raving about Ralph Smith and Pal Williams to extreme, but smooth personality.
8. They are saying Rene Amit, bar maid at 415 West 115 St., still carries a torch for her school boy lover in New Jersey, he is in the same fix.
9. Ray Robinson might have had a second sight campaigning for Nelson Rockefeller. Smart, eh!

Until later,

TERRIE WILLIAM

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New Jersey

"AFTER HOURS"

SPIEL

Greetings what a hue, with white dew, Santa's in town and the fine chicks are tipping down. Ole polished grey wigs are trembling on their gigs, cause the fine chick's who wore rabbit are changing their habit, thinking mink with out a wink. Sweet Pea Papp's and Long Roll Daddy's are ignoring their chicks, and Santa's Tricks, for 59 Caddys give them kicks.

Lover John, and Daddy Square, are having a ball, cause the fine ignored chicks have begun to call.

The rumble and grumble will happen three weeks from today, when Lover John, and Daddy Square, by the real fine chicks are given the air.

P.S. Don't let it happen to you. (smiles)

FASHION FLASH

Clarence Hays of Blue Palace is our choice of the best dressed man of the week. Clarence wears clothes of the latest with conservative taste.

Gene Dixon of Union, N. J., who is soon to leave these parts for the midwest is best dressed woman of the week. Gene, whose wardrobe includes a mink jacket and stole, dresses extremely neat with professional taste.

NITE LIFE

Jean Gilmore, real cute, should make the cover of Trend. The Club De Lisa's owner, of Fayetteville, North Carolina, sending those long telegrams of much money for Glady's Heard to start them rocking and rolling down home.

Come New Year's Day, Jan. 1, don't forget to drop in at 38 Montgomery St., Newark, N. J. to get your spiritual blessing and healing from Mother Williams.

Buster Jamerson, Savoy Shorty, Malonee Jones, a few of the past masters of smooth dancing at last week's Duke Ellington fling. Ronnie Williams will really close Laurel Garden with his spiritual affair Dec. 31. Elenore Jones now working at Shalimar Bar, in New York is a toasty bit as a barmaid.

Didn't know until yesterday that stereophonic L. P. records cost $5.00 a piece.

Clarence Hightower is back on the scene with his love of the Oranges. (smiles)

Modina Boyd, is not missing a thing with many irons in the fire.

Watch for the Big Opening of Passaic's Newest Nite Club — Palace Ballroom, 177 - 3rd Street, Passaic.

Until next week.

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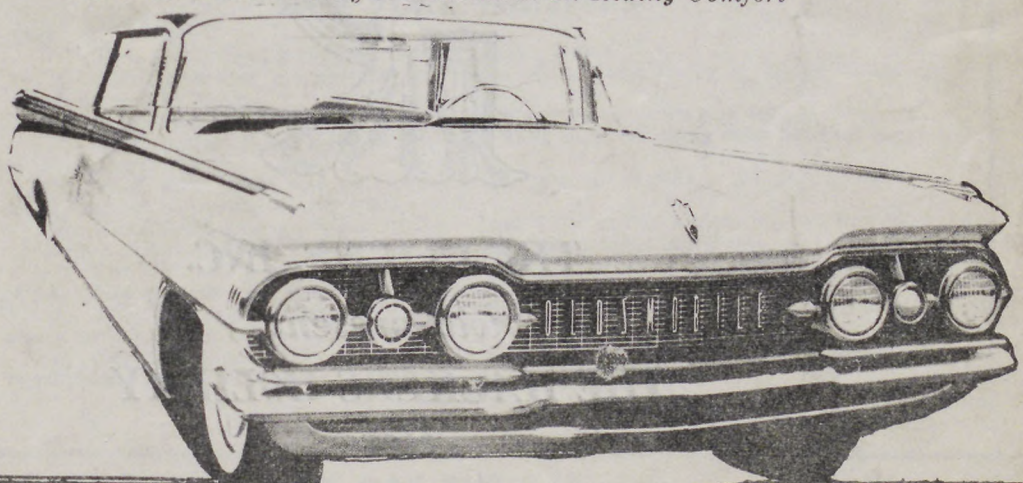

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